

STATEMENT

Discipline	Total Seats in the Institute		No. of SC/ST students		Percentage	
	1996	1997	1996	1997	1996	1997
Film Direction	8	8	1	1	12.5	12.5
Motion Picture Photography	8	8	nil	1	nil	12.5
Editing	8	8	nil	1	nil	12.5
Sound Recording	8	8	nil	nil	nil	nil

N.B. There was no admission in the year 1998 and 1999.

Advertisements shown on Doordashan

2390. SHRI S. RAMACHANDRAN PILLAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether advertisements shown on Doordarshan lack merit and moral both;

(b) whether there is any code for commercial advertising; and

(c) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND THE MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY): (a) No, Sir.

(b) and (c) Yes, Sir. The salient features of the Code for Commercial Advertising on Doordarshan are given in the annexed Statement.

STATEMENT

**The salient features of the Code for Commercial  
Advertising on Doordarshan**

1. Advertising shall be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the people.
2. No Advertisement shall be permitted which—
  - (i) derides any race, caste, colour, creed and nationality;
  - (ii) is against any of the directive principles, or any other provision of the Constitution of India;
  - (iii) tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
  - (iv) presents criminality as desirable;
  - (v) adversely affects friendly relations with foreign States;
  - (vi) exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or State Dignitary;
  - (vii) relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants;
  - (viii) in its depiction of women violates the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The portrayal of men and women should not encourage mutual disrespect. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic, and is within the well-established norms of good taste and decency.



3. No advertisement message shall in any way be presented as News.
4. No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute.
5. The goods advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.
6. No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall be accepted.
7. No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved, e.g. cure for baldness, skin whitener, etc.
8. The picture and the audible matter of the advertisement shall not be excessively 'loud'.
9. No advertisement shall be accepted which violates AIR and TV Broadcast Code which is reproduced below:
  - (i) Criticism of friendly countries;
  - (ii) attack on religions or communities;
  - (iii) anything obscene or defamatory;
  - (iv) incitement to violence or anything against maintenance of law or order;
  - (v) anything amounting to contempt of court;
  - (vi) aspersions against the integrity of the President and Judiciary;
  - (vii) anything affecting the integrity of the Nation; and
  - (viii) criticism by name of any person.

10. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.

### Telecasting of Telugu Programmes

2391. DR. C. NARAYANA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware the popular Telugu programmes of DD8, Hyderabad Doordarshan Kendra reach only homes having Televisions with cable facility;

(b) whether Government are considering the feasibility of telecasting Telugu programmes from DDI, Hyderabad to facilitate the viewers not having cable facility; and

(c) if not, what alternative arrangement Government propose in the interest of such viewers?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND THE MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY): (a) to (c) The DD-8 Channel, which telecasts Telugu programmes, is a satellite channel and is available throughout the country, by using an appropriate dish antenna system or through a Cable Network. However, the programmes of DD-8 are also available terrestrially on the regional service of DD1 within Andhra Pradesh which can be received without cable facility, using ordinary antennae as per following time schedule:

Week days	— 10.30 am to 11 am. 2.30 pm to 7.30 pm
Saturday	— 6.30 pm to 7.30 pm.
Sunday	— 8.30 am to 9 am 1.00 pm to 2.00 pm 4.00 pm to 7 pm